Since "Reputed Brand" is a placeholder and doesn't point to a specific organization with a public, long PDF syllabus, I can't generate the *exact* document. That would be a marketing department's job, and frankly, they'd charge you a hefty fee for it!

However, based on what a top-tier **Advanced Digital Marketing Course with Live Training in India** typically includes, I can create a comprehensive, multi-page PDF document outline that hits all the major strategic and tactical modules you would expect from a genuinely "reputed brand."

Here is the **Long PDF Outline (Simulated Syllabus/Brochure)**:

📑 The Ultimate Blueprint: Advanced Digital Marketing & Strategy Program

Live Training for the Indian Market

Page 1: Executive Summary & Program Highlights

- **Header:** Digital Mastery Program: Certified by Reputed Brand
- **Target Audience:** Working Professionals, Entrepreneurs, Marketing Managers, Aspiring Digital Strategists.
- **Key Differentiators:** Live Industry Expert Training, 100% Practical/Case Study Focus, Dedicated Career Support.
- **Program Duration:** (Example: 6-9 Months)
- **Certifications:** (Example: 10+ Industry Certifications including Google, Meta, HubSpot)

Page 2: Module 1: Digital Marketing Strategy & Planning

- **The Big Picture:** The Indian Digital Ecosystem, Consumer Behavior & Digital Transformation.
- **Strategic Foundation:** Creating a Customer Value Journey (CVJ), Segmentation, Targeting, and Positioning (STP) in the digital world.
- **Setting Goals:** Frameworks (OKRs & SMART Goals) and setting ROI-focused KPIs.
- **Analytics Foundation:** Introduction to Google Analytics 4 (GA4) – setup, reports, and event tracking basics.

Page 3: Module 2: Website Planning & SEO Mastery

- **Website Architecture:** Planning UX/UI for conversions, WordPress setup & management.
- **On-Page SEO (Technical):** Core Web Vitals, Schema Markup, Mobile Optimization, Site Audits (Using tools like Semrush/Ahrefs).

- **Content SEO (Strategic):** Advanced Keyword Research (long-tail, voice search), Content Pillars & Topic Clusters.
- **Off-Page SEO:** Advanced Link Building strategies, Local SEO (Google My Business/Maps).

Page 4: Module 3: Performance Marketing (PPC/SEM)

- **Google Ads (Search, Display, Video):** Campaign structure, Ad Rank, Quality Score optimization, advanced bidding strategies (Target CPA, Target ROAS).
- **Meta Ads (Facebook/Instagram):** Pixel installation, Custom & Lookalike Audiences, Funnel-based ad creation (Awareness, Consideration, Conversion).
- **LinkedIn/X/Programmatic Ads:** Introduction to B2B platforms and programmatic media buying.
- **Landing Page Optimization (LPO):** A/B Testing, Heatmaps, and reducing bounce rates.

Page 5: Module 4: Social Media & Content Marketing

- **Integrated Strategy:** Aligning social channels with business goals, developing a content calendar.
- **Content Creation:** Copywriting formulas (AIDA, PAS), Video Content & Reels strategy.
- **Social Media Analytics:** Tracking engagement, reach, and conversion attribution.
- **Influencer & Community Marketing:** Identifying, vetting, and managing influencer campaigns in the Indian context.
- **Online Reputation Management (ORM):** Monitoring and responding to brand mentions.

Page 6: Module 5: Data Analytics & CRM Automation

- **Deep Dive into GA4:** Conversion tracking, eCommerce tracking, custom reports, and data visualization.
- **Tag Management:** Mastering Google Tag Manager (GTM) for efficient tracking implementation.
- **Email Marketing:** Building and segmenting lists, A/B testing emails, Drip Campaigns, and automation workflows (using tools like HubSpot/Mailchimp).
- **Customer Relationship Management (CRM):** Introduction to CRM systems and lead nurturing techniques.

Page 7: Tools, Projects, & Career Support

- **Tools Covered (Hands-on):** Google Ads, Meta Ads Manager, GA4, GTM, Semrush/Ahrefs, HubSpot, WordPress, Canva.

  Creating a full SEO audit and recovery plan for a live business.

    - Managing a simulated ₹10,000 ad budget across Google and Meta.

    - Developing a 3-month content calendar and distribution plan.
- **Career Services:** Resume building, Mock interviews, Portfolio development, Placement assistance.

Page 8: Call to Action & Enrollment Details

- **Headline:** Stop Learning. Start *Doing*. Enroll in the Advanced Live Training.
- **Enrollment Link:** https://reputedbrand.com/
- **Direct Contact:** Content no. 9813030336
- **A strong closing quote.** (E.g., "The future of marketing is live, and we're teaching you to lead it.")